RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #317880
Ms. E. Jones
R. L. JONES & SONS

DORAL $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Ellie:

DORAL $1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **23** SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
1	*Doral Light 100*	12300-24750
1	*Doral Lt Men 100*	12300-24752
1	*Doral FF 100*	12300-24751

Product / Premium Arrival: **January 5, 1998**

Ship Date to Retail: **Week of: January 19, 1998**

Displays (Item #535481)

SKU CUBE: **0.4965**

SKU WT (w/o Product): **1.5625 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$453.12**

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Promotion Description:
Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. Four cartons should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$14.00 (1 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
L. E. MacWilliams
Att: Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 317880 R.L.JONES & SONS, INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN $1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	1	NYS			(716)384-5632
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	1				(716)526-5522
162605	162624	269708	FEDERAL HOLLOW STPL	9 S MAIN ST	RUSHVILLE	NY	14544	1				(716)554-3149
162605	162225	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	1				(607)936-4878
162605	162228	684578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816	1				(607)739-2407
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	1				(315)536-6621
162605	162228	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	1				(607)739-2731
162605	162225	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	1	NYS	0362-0102		(607)962-5518
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	1	NYS			(607)732-0130
162605	162225	479127	VALLEY MART	ROUTE 414 RD #2	BEAVER DAMS	NY	14812	1	NYS			(607)962-2090
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	1				(607)324-0305
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810	1				(607)776-2827
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815	1				(607)583-4199
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	1				(607)583-4402
162606	162225	398329	EXPRESS FOODMART	MAIN ST	ALFRED	NY	14802	1	NYS			(607)587-8443
162606	162225	544681	LAKEVIEW MINI MART	6748 BATH-SAVONA	BATH	NY	14810	1	NYS			(607)776-4910

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 16

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 16

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WHOLESALER PACKING INSTRUCTIONS

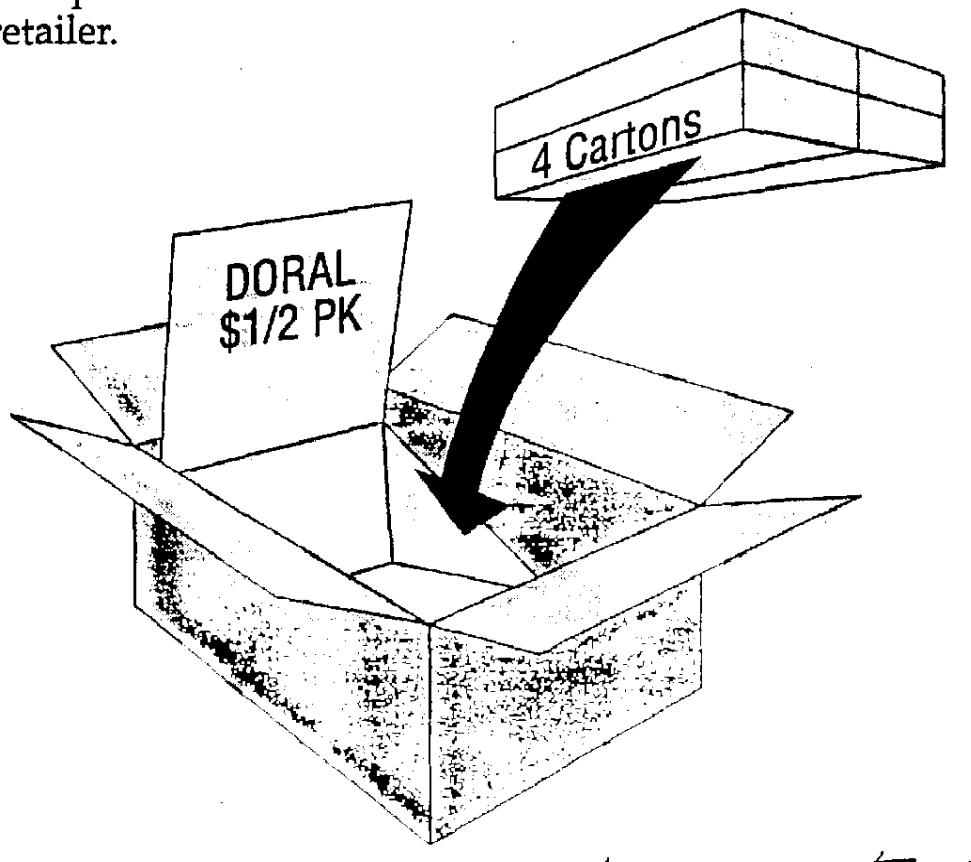
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

January DORAL $1.00/2 PK

($1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL $1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 535481 - Pack Outlets
535625 - CTS Pack
Description: DORAL $1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be shipped to all direct Acct.

Brand Style	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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